

SW360 – Senior Bank Marketing Professional

Senior bank marketing professional with over 20 years' experience in developing marketing strategies, creative development, brand engagement and enforcement, data mining, market research, and public relations across several community banks throughout the South. Experience working with different product teams including retail, commercial, small business, and wealth management to develop strategies to target and acquire new clients, in addition to working with compliance and legal teams to develop campaigns that are within the scope of bank examiners.

I pride myself on my ability to act as a team-oriented leader to successfully coordinate multiple stakeholders, including senior management, marketing staff, and outside agencies, to meet and exceed goals. Furthermore, I enjoy developing relationships with individuals at all levels of the company, from front-line staff to C-Suite executives, to both create a positive work environment and foster buy-in of marketing strategies. Areas of expertise include:

- Banking Industry Expertise
- Marketing Strategy
- Brand Enforcement
- Digital Strategies
- Traditional Media
- Social Media
- Public Relations
- Data Mining and Analytics
- Budget Management
- Regulatory Compliance and Standards
- Leadership Skills